# CANADIAN MOVING PICTURE DIGEST

Vol. 26, No. 35 | TORONTO 2, CANADA | December 22nd, 1934


# BUT WHAT SHALL WE CALL HIM?

*(A good suggestion on next page)*


PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

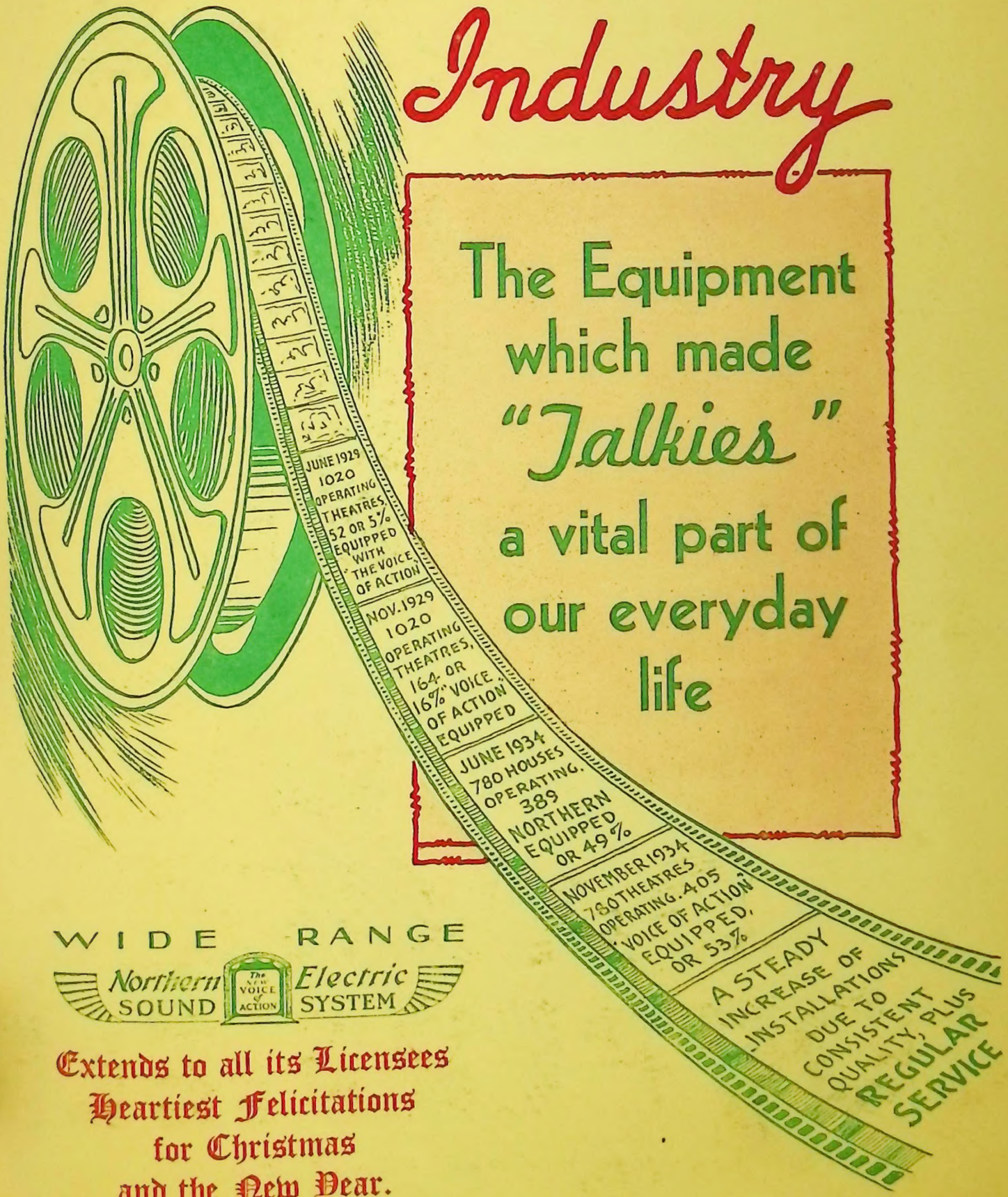
259 SPADINA AVENUE, TORONTO 2

Let's call him

# DAVID COPPERFIELD

*because 1935 will be best known for that!*

# The Backbone of the Motion Picture Industry

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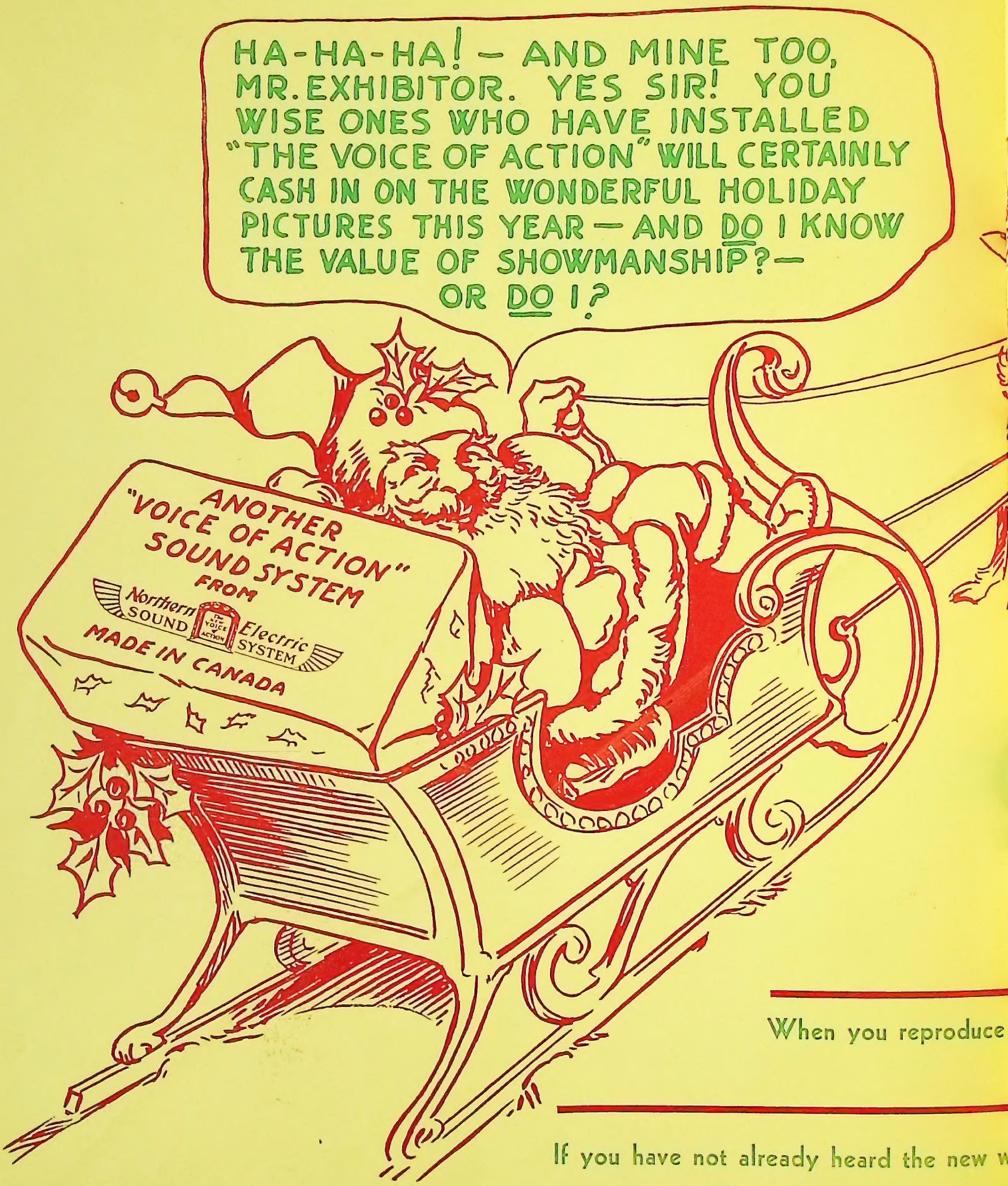
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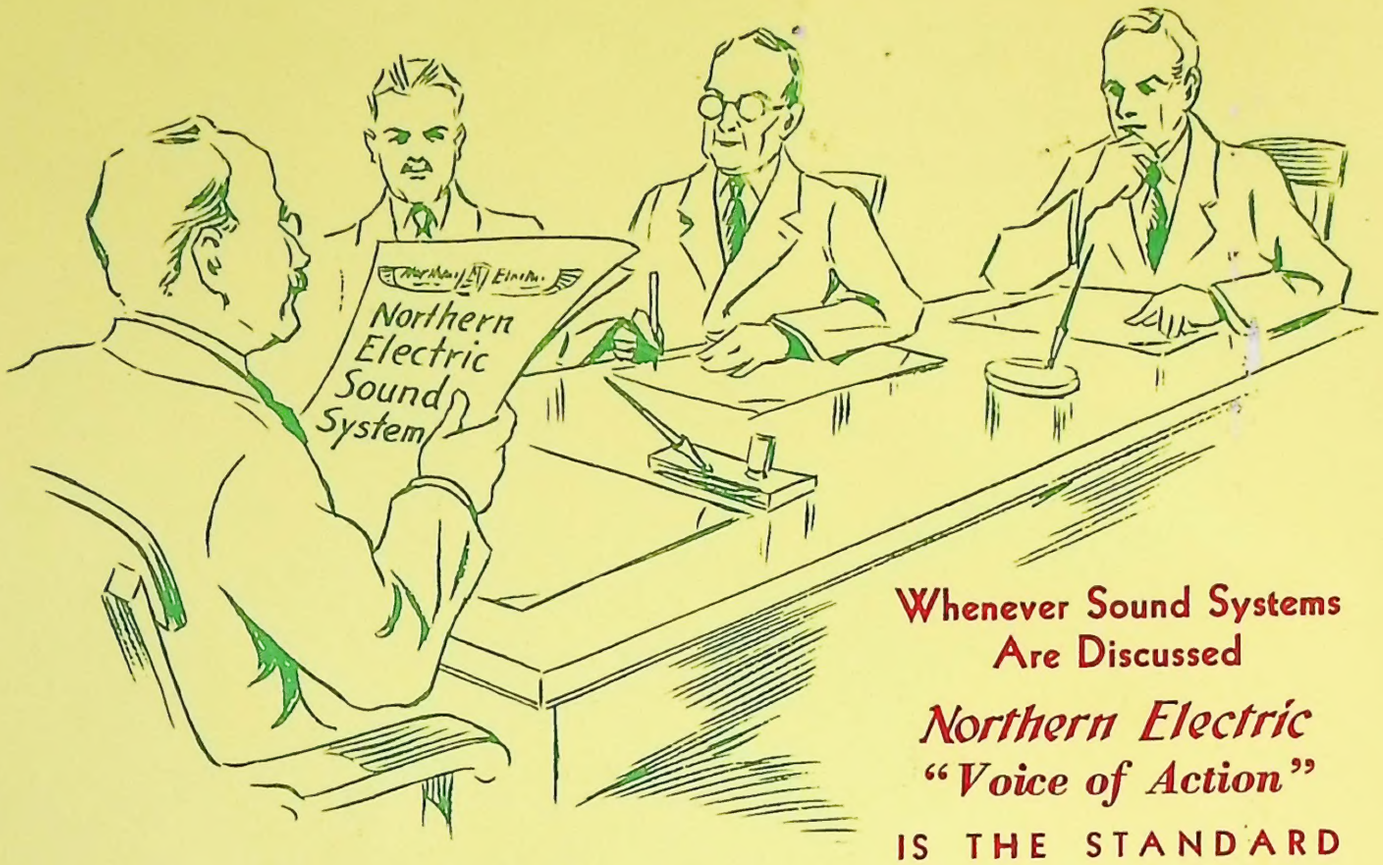


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# Canadian Moving Picture DIGEST

*Established in 1915 for Exhibitors*
**Subscription: $5.00 yearly**
*Telephone: Waverley 4929*
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RAY LEWIS
**Editor and Managing Director**

*Published by Canadian Moving Picture Digest Company, Limited*
**259 Spadina Ave. Toronto**

Vol. 26, No. 35 TORONTO 2, CANADA December 22nd, 1934


## To Men of Good Will

TWO GREETINGS which Time cannot stale, nor make less dear to us are "Merry Christmas" and "Happy New Year". Christmas means buying, spending, increased business which is always welcome. Christmas means giving and receiving in festive mood.

Christmas is the birthday of a Great Prophet, a Great Leader, a Great Jew, a Prince of Peace remembered for His Spirit of, "Peace on Earth To Men of Good-Will", and remembered for His Martyrdom.

The Three Wise Men came with presents for the New-Born Child, and since that time, Christmas has been essentially a child's holiday; on which day we give presents to the children. On this day adults, too, become as little children, in order to enjoy this most popular of all holidays.

Christmas is one of the mysterious miracles of life, for it reveals that A Great Jew Had To Be Born to make a great Christian Holiday.

No one will regret the passing of the old year which has revealed so much ill-will. All will hope for a New Year in which the Christmas spirit of Good-Will will prevail throughout the year; and men will cease tearing down, for the joy and the ability of building.

Jesus drove the money-lenders from the Temple, not that the money-lenders were cheating, or demanding usury in the Temple, but that the Temple was a House of God consecrated for prayer; and money, money lenders, and trading had no place between Man and God in His Place of Worship.

Jesus did not drive the money-lenders from the market-place, nor did he cry out against Caesar, or the things which were Caesar's. This is one of the lessons for our spirit of good-will which we must learn, in order that the year which follows so closely the Christmas Holiday may prove a year of blessing, of prosperity and of peace.

The civilization which we have, we and our fathers have made. Let us then remember their responsibility and ours, nor seek to shift the blame upon our brother.

The best in it, and it contains many good things, educationally and by way of health preservation, not overlooking the League of Nations which is educating the world to a national and international consciousness and conscience, these we and our fathers have given to life.

The worship of the Golden Calf is ours also; it is an inheritance which has been handed down to us from a generation which pioneered its way to economic independence for security.

In our age, in talking of men, we talk not of their good deeds but of their goodly possessions, thereby giving to such possessions a position of such importance that men

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# PRINCE of PEACE

## To Men of Good Will

(*Continued from page 7*)

sacrifice good deeds, the character which is the maker of good deeds, for goodly possessions.

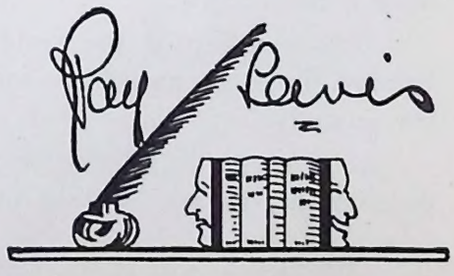
All the people, from the man who raises a pick, or buries his spade in a sewer, to the man who is obliged to champagne the circulation of his blood-stream in order to be on his toes mentally and physically, all have a desire for the possession of wealth, which is the deciding factor when an opportunity for such a decision presents itself.

There is a minority, in various places of this world, who like Jesus can withstand Temptation, just as He Withstood it when Satan carried Him to that historical mount. It is this minority which relates God to Man; and keeps faith, hope and love, mercy, justice, and tolerance alive in the world.

Today is a day of many prophets, some true, some false. There is so much which can be improved, so much which is false and unjust that one need not be a wise prophet to cry out against such evils. But the true prophet is that one who preaches peace on earth to men of good-will. The prophet who seeks to rebuild but does not seek revenge. Who is able to relate the things which are, to the time in which these things were created; and judge these things, or evils, not by our vision of today, but in relationship to their time.

Certain codes of business, certain conditions of poverty, low wages, certain slums must be eliminated from our civilization, but in their destruction let us not like a blood-thirsty mob cry, "crucify them" who happen to be associated with that which we seek to destroy. Our work is to improve upon the past civilization, to build life and living closer to God's Image, and our heart's desire, not to be revenged upon the human machinery of a rotten machine.

It is the instinct of the Mob to destroy, it is the impulse of the Minority, the prophets, the leaders to create. Let us be as the prophets and the leaders, let us create, justly, tolerantly, happily, merrily. Peace on earth to men of Good-Will.



# RAY PRESENTS

RAY LEWIS

IF you do not know what a Burp is, you will not be able to find it in the dictionary, at least not in any which I have searched. The Burp is associated with history because Henry VIII was said to be a Royal Burper.

When Charles Laughton appeared in Korda's magnificent production of Henry VIII, brought to Canada through Regal Films, Laughton introduced the Burp, during the scene in which Henry indulges himself royally before a festive board. Between the leg of a capon and a jug of wine, the Burp was conceived, and when Laughton gave birth to it, theatre patrons laughed uproariously. It was vulgar, but it had about it a natural British vulgarity which took away the objectionable feature of this gaseous explosion, true barometer of too much food!

When Henry remarked, as he threw the chicken bones over his shoulder, "There is no more refinement left in the world", his burp almost became a classic.

I wish I could define this vocal expression more graphically, but the Yiddish exhibitors will understand burp to mean a "grepz", or in other words the indelicate physical operation of belching.

*Now what is all this burp presentation about? The usual thing has happened in motion pictures; we are being regaled now with "burps". Several pictures give us "burps", not that their reaction upon us is gaseous, but actually their characters "burp" and it is supposed to be funny. It is about the most vulgar piece of business which the screen has introduced. The fact that Laughton did it is a matter of historical detail; and incidentally when a great actor "burps" it is an artistic explosion, but the burp of a ham-actor makes me sick, and I want to enjoy motion pictures.*

A FEW weeks ago I presented a letter from Mr. Charles Rioux of Quebec. Mr. Rioux in his letter objected to a criticism which I had made in respect to a British picture, and added, "I am inclined to believe that you are more sympathetic for American productions than you are for English ones".

Now I am in receipt of a letter from C. L. Dowsley, British Columbia Circuit Theatres, Rialto Theatre, West Summerland, B.C., who among several things in a three-page type-written letter, states: "First; you have always been a booster for British pictures, but some of them have been so putrid that when a poor exhibitor got hooked with one, more harm has been done than many months of missionary work will right. What we want are reviews. We want running time and Canadian release date. Then we want one word giving us a synopsis of the whole picture. "Terrible" — "Excellent" — "Good", etc. Then a small paragraph giving us the stars and parts they play and the type of picture it is. Then if you wish you can give a brief synopsis of the story.

*"Imagine how nice it would be if we could look up the Canadian Digest and get a true report on a British picture and know that we could depend upon it that Ray was trying to help us. I know there would be an awful holler from some of your friends if you panned one of their pictures they had paid good money for to bring into Canada, but you would be doing them a favor, because it would then make them more careful of the pictures they brought in and so raise the whole standard of British pictures in Canada and thus the appreciation of the Canadian audiences for them."*

SO there you are, one exhibitor writes I am all for British pictures and another that I am all for American pictures. Both exhibitors are correct. I am all for American and British pictures, not in an attitude of British vs. American, or American vs. British, I am for Motion pictures as a whole. The fact that I do not, save on rare occasions, knock pictures is due to the fact that this paper has built up what reputation it enjoys by boosting. Anyone can knock. Take a look at the League of Decency and the pictures they have listed as banned. A recent report gives fifteen million as the number of Catholics in U.S. expected to sign the pledge against a long list of pictures which exhibitors and their patrons have voted good.

*The Digest has in its reviews and in its editorial comment from time to time been provoked into an attitude of stern criticism in respect to some pictures and policies, but we are a friendly publication, as friendly to the interest of producers and distributors as we are to the exhibitors; and although I know of several theatres which are not a credit to the industry of motion pictures, I am not a Reformer, but a Performer, A Showman. I wonder if anyone labors under the impression that producing pictures is just like eating buckwheat cakes and maple syrup, or Christmas pudding all aflame? If making good pictures were as easy as eating fresh cold lobster, or hors d'ouvres, or bluepoints on the half shell with a touch of horse radish, or young turkey stuffed with chestnuts, or drinking a cold bottle— we won't go into that — if making good pictures was the natural course of events every producer, distributor and exhibitor would be a millionaire, and Leo the Lion would have competition.*

*Incidentally what a break The Digest would*

(Continued on page 10)

## *Ray Presents*

(Continued from page 9)

*get, said she laughingly. More incidentally, in view of the expense involved in the production of a picture, a critic who has a conscience should be inspired more to praise than to damn.*

MR. DOWSLEY states in his letter that he is unable to ascertain from the Review in The Digest of Nov. 24th on Regal's Gaumont-British 'Little Friend', if it is a boost, or an attempt on our part to whitewash a poor picture. Unless I have suddenly lost my powers of understanding what I read, I would say the Review on 'Little Friend' is decidedly a boost. I did not write the review, but I certainly agree with "Jay L" who said of, 'Little Friend', "For acting, and the lesson this picture teaches, I should say that it is one of the finest productions that has come to us from England. Nova Pilbeam is a great 'find' and we congratulate Gaumont-British on their discovery of her. Congratulations also to her director, Berthold Viertel for his excellent handling of a difficult task. The picture is a worthy addition to the many fine productions we have had from England the past two years". Read the review again friend Dowsley, you understand English. Thanks for writing, and such a long letter, with several excellent ideas, for instance, "What the picture did for me". Suggested by other exhibitors also. "A Theatre Construction page, covering provincial government regulations, photographs of theatres in construction, anything unique by the way of heating, ventilating, furnishing etc." Also good, the only thing that stops us is the size of The Digest, limited in its space, because as you say, "Its a damn shame that in this issue that I speak of, that you only have ads from Metro-Goldwyn-Mayer, Regal and RKO".

*I think as you do, but this issue is going to present a few more ads, so let us cheer up for it is a holiday occasion. You further write, "There is no question about it that Canada should have a Moving Picture Publication of its own, but on the many occasions that I have seen your publication I have wondered how you got enough money out of it to make it pay. If I don't miss my guess, you do a lot of your work for nothing or maybe less.*

*"Now, Miss Lewis, I have been reading a number of the flowery pen bouquets that have been appearing in your little publication, which have been sent in to you from different exhibitors, but my candid opinion is that they are a lot of applesauce — just pats on the back from old friends of yours. You can't live on flattery neither can I or anyone else."*

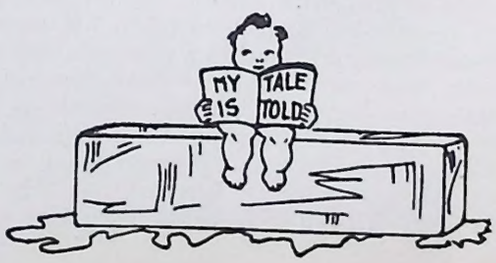
*So you think the letters or flowery bouquets, as you call them, are just applesauce, well what's sauce for the goose is sauce for the gander; and if the exhibitors want to "say it with flowers", I like it and so would a few premiers, cabinet ministers, members of parliament, industrial magnates, bankers, economists, and big-time executives all over the world like it, if their public publicly told them that they were the best ever. Thanks for the good wishes to myself and for a real successful Canadian Moving Picture publication... Excuse me if I mention that you forgot to enclose your Five Dollars by way of a concrete good wish.*

A LETTER from John Hazza reads, "Dear Ray, I have been going to write you time and again, but just kept putting it off. However, today I received an interesting article, taken from the Kiwanis publication, which you might use in your publication, so I enclose it herewith. I hope your health is good and with very best wishes, I remain". Thanks, John, for the article, you're right it is good. Always glad to hear from you personally, I always hear about you publicly by way of good showmanship. Another letter from Mr. Geo. Cook, Regent Theatre, Picton, Ont., with enclosure for year's subscription reads, "Of course we think The Digest is good, it is as so many exhibitors have expressed themselves, 'Good from cover to cover' or to the last drop, but especially do we think that 'Ray' presents her Column in a delightful and instructive manner".

*Another letter with an enclosure for a year's subscription comes from N. W. Mason, managing director of the Roseland Theatre Company Limited, New Glasgow, Nova Scotia. Thanks, Mr. Mason. Bert Wainwright of the Oxford Theatre, Danforth Ave., Toronto, also sends in his subscription. Thanks Mr. Wainwright. F. Ernie Petch, Capitol, Regina, Sask., writes, "In renewing our subscription for the Canadian Moving Picture Digest I want to say that we are doing so with eagerness, and sincerely thank you for the many splendid articles we have been privileged to read in the past year, and wish you and your magazine every success for the coming year. Your last article on The League of Decency is excellent and good use will be made of it". Thanks to you Ernie, there is something about the West which is big, candid, frank, appreciative, that is why the men there are men and Ray Lewis is glad of it.*

JOE LIGHTSTONE of the Orpheum Theatre, Montreal, renews his subscription writing, "A pleasure". Thanks, Joe, we eat this Christmas. Sam Russ, Gayety, Collingwood, another paid subscriber which I welcome with thanks. An old friend, Fred Pursell, Lyric, Simcoe, Ont., swells the list of paid subscribers also, and sends along such a friendly, breezy letter. Do you know that Sam is the oldest exhibitor in Canada, Ontario at any rate? He has been an exhibitor since 1909 without a break and only closing to keep up with the times and changes. He has been a showman for many years preceding 1909 in stock, minstrels, concerts, etc. Sam suggests that The Digest run a column with a list of the oldest individual exhibitors in Ontario. All over Canada would be a good idea also, and I would like these names of exhibitors for my twentieth anniversary number. Names and photographs of the oldest living exhibitors. I cannot be the only old one in the twentieth birthday number.

*Thanks, Sam, for the idea, it's great, send along your photo and biography, and don't be afraid of being "egotistical". I promise that I will not publish any "bull" about it, just the honest to goodness truth always found in The Digest. And while we are on the "oldest" idea, the oldest producers, distributors, exchange managers belong to my twentieth birthday number. It is going to be a grand birthday; ye olde time party, "when you and I were young Maggie". Vas you dere Clair Hague?*



# Conklin In Winnipeg

*Seven British On Broadway*

Seven British pictures were running concurrently on Broadway a few weeks ago. None has yet been seen in Winnipeg. The list follows: "Man of Aran", at the Criterion; "Little Friend", at the Roxy; "Broken Melody", (not the American picture of the same name), at the 55th Street theatre; "The Man Who Changed His Name", at the Westminster; "Loyalties", at the Mayfair; "Norah O'Neale", at the Cameo, and "Autumn Crocus", at the Carnegie. This is one of the most important records in motion picture history. It means that at last the British studios have learned the trick of fashioning pictures which appeal to United States audiences. It opens up a new and immense source of revenue, and with this the British picture moguls should be equipped with the resources and capacity to produce superpictures comparable with the most lavish and expensive efforts which ever came out of Hollywood.

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*Pete Egan For Calgary Palace*

Re-opening of the Palace theatre in Calgary, Alta., next week will give employment to 30 persons. This was announced by John Hazza, western division manager of the Famous Players Canadian Corporation in Winnipeg. Mr. Hazza said that decision of corporation was reached following repeated requests from theatre patrons and city officials in Calgary.

Pete D. Egan will resume his position as manager of the theatre, and Gail Egan, his son, will become assistant manager and treasurer.

Mr. Egan will be succeeded at the Capitol theatre, (where he has been manager since Harold Bishop came to Winnipeg to manage the Capitol, and be chief assistant to Mr. Hazza) by Harry Black as house manager; and in keeping with the policy of the company to give promotions from the ranks, Ralph Mitcheltree, chief usher, has been promoted to the position of assistant manager, said Mr. Hazza.

The Palace has been completely renovated and the exterior of the theatre painted prior to the opening date.

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*Canada's Multi-Million Dollar Film*

The film producer in Canada whose picture has, in recent weeks, played to the largest total audience in Canada, is the Dominion of Canada. The department of finance sponsored a special sound film explaining the $250,000,000 Refunding Loan and as a result of its theme, this official dramatization of financial principles was in film circles termed "Canada's Multi-Million Dollar Film". Reports are just in on its results.

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The launching of a special Saturday morning children's show as announced by the management of the Tivoli theatre, Winnipeg, has been running for a month since the latter end of November.

The shows may be continued indefinitely. The programmes have been selected with the greatest care with a view to children and adults finding them entertaining and instructive.

An idea of the type of entertainment that has been shown can be found in the following schedule for one Saturday morning. "The Wise Little Hen", a Walt Disney symphony in natural color; "Norway", a visit to this fascinating country; "The Sea", a camera study of underwater life; "Itchy Scratchy", humorous story of a dog and a bear; "Fine Feathers", a visit with the most beautiful birds in a famous zoological garden; "City of Wax", a study of the bees and how they make their honey; "When the Cat's Away", a Mickey Mouse cartoon, and a selected newsreel.

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*"My Song For You" Held Over*

Kiepura and Sonnie Hale are to remain a second week at the Osborne theatre, Winnipeg, in "My Song For You". This is as expected, for the Kiepura picture, while admittedly not in the same class as the screen version of "Blossom Time", gives music lovers a treat and contains more good comedy than most musicals.

Quite a nice run of pictures were presented in Winnipeg during December. Spy tales seem to be in favor with "British Agent" at the Metropolitan, and "Stamboul Quest" at the Lyceum. Both are good. Kay Francis and Leslie Howard team well in the Metropolitan vehicle while Myrna Loy shines in the Lyceum. This young lady, by the way, has made a rapid ascent of the ladder of fame during the present season. It is even reported that she is being favorably considered in Hollywood for honors in connection with the annual awards. But she is facing a whole lot of competition.

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*Where Was The League of Decency?*

Manager Sylvester Gunn, of the Lyceum, Winnipeg, is wondering whether the public want classics on the screen after all. He played the Dickens story, "Great Expectations". It was a perfect production except for the English pronunciation of the United States caste, but was one of the finest pictures seen in Winnipeg this season, yet business was completely disappointing. Yet various worthy Winnipeg organizations solemnly meet and pass resolutions demanding "classic" screen fare. When they get it they do not patronize it. And the exhibitor holds the bag.

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*Officers of Film Board*

The annual meeting of the Winnipeg Film Board of Trade, an organization embracing all the distribution of motion pictures in western Canada, was held in the board rooms in Winnipeg.

The following officers were elected and committees struck for 1935; President, Percy C. Taylor; vice-president, Frank Vaughan; secretary-treasurer, Joseph H. Hubert; public relations committee, I. H. Allen, Wolfe Cohen and Percy Taylor; arbitration, Frank Vaughan, I. H. Allen, David Brickman, T. J. Gould, Mark Plotell; credit committee, Joseph H. Hubert, Wolfe Cohen and T. J. Gould; film exchange fire marshal,Mark Plotell; assistant fire marshall, Frank Vaughan.

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*Bennie Loban In England*

Bennie Loban, whose orchestra formerly dispensed snappy programmes at the Lyceum in Winnipeg, is in London, Eng., making good. Word from him this week reveals that he is with Popplewell's 5th annual production, "Gaiety Whirl of 1934", at the Finsbury Park Empire. Bennie still has an orchestra. He is billed as "Bennie Loban and his Music Weavers", and has second spot on the program.

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*"My Old Dutch"*

Frank H. Kershaw, of the Osborne and Tivoli theatres in Winnipeg, left recently for Montreal to view a number of new British feature pictures which have just reached that city. While in the east he will complete arrangements for the Canadian premiere of "My Old Dutch", which will be presented in the Osborne in Winnipeg in the near future.

# Show Business

## Garbo and March Co-Star in "Anna Karenina"

Greta Garbo and Fredric March will be co-starred by Metro-Goldwyn-Mayer in Tolstoi's "Anne Karenina", according to announcements last week from the coast.

David O. Selznick will act as producer and George Cukor, who has just completed "David Copperfield", will direct.

## *Public Address System Used In Broadway Musical Hits*

Western Electric Public Address System was installed for two Broadway musical productions, "Say When" and "Calling All Stars".

The installation for "Say When", starring Harry Richman at the Imperial theatre includes complete amplification, microphones and a disc turn table.

Lew Brown's "Calling All Stars" has installed the public address system in the Hollywood theatre for its opening there next week.

## Extended Run "Barretts" and "Merry Widow"

Extended runs in practically every key city in the United States is the composite record of "The Merry Widow" and "The Barretts of Wimpole Street", according to tabulations just made at the Metro-Goldwyn-Mayer studios.

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**Everything for the Theatre from Sheet to Street.**

**Coleman Electric Co.**
**258 Victoria St.**
**TORONTO, ONT.**

## *King Midas to be Next Silly Symphony Subject*

With magnificent disregard of the direction most countries have taken, Walt Disney announces himself back on the gold standard. His next Silly Symphony production will be "The Golden Touch", with the precious metal revealed in all its tones by means of Technicolor.

The story of the new Disney film goes back into legend to dramatize the tale of King Midas and his wonderful touch — a highly desirable one these days, of turning everything he reaches into perfectly assayed gold.

"The Golden Touch" is to be released through United Artists.

## Loretta Young to Star in "Call of the Wild"

An announcement from Darryl F. Zanuck states that Loretta Young has been cast to play the leading feminine role opposite Clarke Gable in "Call of the Wild", the 20th Century production based on the famous book by Jack London. Actual camera work started on December 20, for subsequent release through United Artists.

## *Famous Players Go "Wide"*

News reaches us that Famous Players have added "Wide Range" to the "Voice of Action" Sound Equipment in their Review Room in Toronto; thus deriving the fullest benefit from the new high quality of recent notable productions, the recording of which has in many cases utilized the newest development in Sound Picture Technique.

## "Quality Street" Next Katharine Hepburn Film

Katherine Hepburn's next starring picture, to follow "The Little Minister", has been chosen by RKO Radio Pictures.

"Quality Street", one of the best-loved stories of Sir James M. Barrie, has been purchased for Miss Hepburn by RKO Radio, and will go into production after the first of the year.

Miss Hepburn is in the east at present, to spend the holidays with her family in Hartford, Conn. "The Little Minister" is scheduled for release at Christmas.

## *Universal Completes "Mystery of Edwin Drood"*

Some time this week, Universal will complete the making of "The Mystery of Edwin Drood" at Universal City. This rapid finishing of the picture is due to two causes. First, the necessity of preserving the surprise ending which Universal has written to a story which never was completed by its author; and second, to permit most of the cast to go to their homes for Christmas. Claude Rains, the star, intends to return to England, and so does Francis Sullivan. Every possible device has been invoked to preserve the mystery ending which the Universal authors have written for this story, which has been in itself a great challenge to the literary world.

Benny Rubin, the dialect comedian with the automobile Horn laugh, has been signed by First National for a comedy role in "Go Into Your Dance", which co-stars Al Jolson and Ruby Keeler (Mrs. Jolson) in their first appearance together.

## *Toronto Theatres*

LOEW'S—Manager Jules Bernstein — "Evelyn Prentice", with William Powell and Myrna Loy, a Metro-Goldwyn-Mayer production.

IMPERIAL—Manager Jack Arthur — John Boles and Irene Dunne in "The Age of Innocence", a RKO-Radio picture.

TIVOLI—Manager D. Krendal — The Fox picture "The White Parade", with Loretta Young and John Boles.

SHEA'S—Manager Jerry Shea — "Menace", Paramount production with Gertrude Michael and Paul Cavanagh.

UPTOWN—Manager Tom Daley — The Universal picture, "Great Expectations", from the Charles Dickens novel of the same name.

# Gaumont British Pictures Corp. Ltd.

Extends Christmas Greetings
to Canadian Exhibitors
and Wishes Them
A Happy New Year

◈

We take this opportunity to thank them for the splendid support they have given our product during the past year and to assure them that our forthcoming Feature Pictures will be even greater Box Office Attractions than those already released throughout the Dominion.

◈

# Gaumont British Pictures Corp. Ltd.

**Regal Films Limited, Canadian Distributors**

# ASSOCIATED SCREEN NEWS LIMITED

WISHES YOU A

## VERY MERRY CHRISTMAS

AND A PROSPEROUS AND

## HAPPY NEW YEAR

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